

TUESDAY-WEDNESDAY EMPLOYMENT ASSISTANCE AT ASIAN AMERICAN RESOURCE CENTER (AARC) – MONTHLY REPORT SEPTEMBER 2017

Outreach at AARC

- Five individuals were assisted at AARC.
- Employment Services Specialist Indira Nallapati worked 56 hours at AARC.

Advertisement/Marketing

- Posted Facebook and Twitter Posts each week to promote that Employment Specialist is available at the AARC on Tuesdays and Wednesday. Ms. Nallapati posted on her own Facebook page.
- HRD advertised in Epoch Times, Austin South Asian Monthly and the AARC monthly newsletter.

Achievements

- Word is getting around in the Asian American community but slowly (that there is an employment specialist available at the AARC). Two people told the Employment Services Specialist that they had heard about employment services at AARC word of mouth.

Challenges

- Very few job seekers are showing up for employment assistance.
- The layout of office does not provide privacy to speak with applicants. AARC has identified that the Employment Services Specialist could use one of the class room spaces when they are not in use should someone request privacy. The problem is that classrooms do not have computer access. The Employment Services Specialist needs access to the internet and computer to discuss jobs and resources for job seekers.
- The Employment Services Specialist needs help getting the word out about employment services at AARC.
- There is a lack of visibility. Upon arriving at the AARC, patrons are unaware of employment assistance available on location. We need better signage on the days that we are there. The flyers located at the front desk are not making all AARC patrons aware of Employment Services located in the AARC Library/Resource Room.
- AARC has informed HRD that they need to schedule an AARC staff member to work with seniors on Tuesdays in the workspace that our Employment Services Specialist occupies on Tuesday and Wednesday. The Employment Services Specialist will continue to work at AARC but only on Wednesdays starting October 11.

Future activities

- Having a booth at the major events hosted by the AARC and some other major Asian American events coming up in the fall such as Diwali.
- Coordinate with local Asian American organizations including the Asian American Resource Center and the Asian American Quality of Life Facebook page to post information about our Employment Services at AARC each week Facebook friends to share on their Facebook pages as well.
- Coordinate better signage to promote employment assistance available at AARC on Wednesdays.
- Advertise Employment Services at AARC on ATXN.
- Develop a strategy to distribute flyers to organizations and businesses weekly to market employment services at AARC.
- Offer an evening workshop on job search and interviewing at the City of Austin at AARC in October or November.